

AMENDMENT TO TITLE OF THE INVENTION

Examiner indicated that the title of the invention is not descriptive. Therefore, Applicants respectfully request the title of the invention be amended as follows.

~~**METHOD AND APPARATUS FOR INFORMATION EXCHANGE, AS WELL AS
CORRESPONDENCE COMPUTER PROGRAM PRODUCT AND
CORRESPONDING COMPUTER READABLE STORAGE MEDIUM**~~

**INTERACTIVE COMMUNICATION SYSTEM USING TV BROADCAST
INFORMATION**